

**Executive Committee for Highway Safety**  
**Keeping Drivers Alert**  
**Working Group Meeting Minutes – Mtg. #8**  
**January 9, 2005**

**Location:**

UNC HSRC, Chapel Hill @ 10:00 a.m.

**Committee Members in Attendance:**

Doug Robertson

Sarah Davis

Adam Fisher

Katie Jones

Jane Stutts

Joe Geigle

Jessica Jones

Cliff Braam

**Scribe:**

Cliff Braam

**Minutes:**

- The meeting began at approximately 10:00 a.m.
- Introductions were made for the benefit of new members.

**Task I – Update of January 10, 2005 ECHS Meeting**

Doug gave the group a summary of the last meeting of the Executive Committee for Highway Safety. The group's strategy focusing on distracted drivers was presented to the ECHS and they were told that we plan on conducting focus groups to help develop and structure the message and that before we went any further, that we wanted the approval of the committee. Approval was given as the committee liked this approach and were very supportive of it. The group has the green light from the committee to proceed as planned.

Doug also made the committee aware of the strategy focusing on drowsy drivers and handed out a copy of it to the group.

Cliff told the group that the committee has been very receptive and open to all ideas coming up from the working groups.

Members of the Working Groups are also invited to attend the ECHS meetings if interested.

**Task II – Discussion of Teen Focus Groups**

Katie gave an update on the planning that has been made concerning the initial focus groups. The focus groups will be held in the three regions across the state with middle and high school aged kids (drivers and non-drivers) in separate groups. The groups will be broken down into small groups of eight kids or so per group. Katie has already initiated contact with someone at Jordan High School in Durham and they are willing to participate. We just have to work out the logistics of when they will be held. The goal is to conduct this initial test group late March to Early April so that we can report back to the ECHS at their meeting in late April.

Katie passed out a discussion guide and the group went over it. Katie wanted input and feedback from the group concerning the outline for the focus group and how it will be conducted. The group provided input and Katie made notes and will revise the outline accordingly.

The outline is attached to the minutes.

### **Task III – Discussions Drowsy Driving**

Jane has a copy of the NHTSA campaign that was developed targeting drowsy college age adults that we may be able to use with the idea of launching it prior to spring break activities or the Christmas holidays. NHTSA apparently dropped the campaign because the materials were too “provocative”, which may be what is needed to get the attention of this audience. It may be a good idea to get a program like this integrated into the freshman orientation programs.

### **Task IV – Discussion of Next Strategy**

Doug led a general discussion of next steps for the WG following the distraction and drowsy driving strategies. One idea was to offer our educational campaign “expertise” to developing campaigns for other WG’s who may be interested. We’ll pursue this and other notions in future meetings.

- The meeting was adjourned at 11:45 a.m.

NEXT MEETING: The date of the next meeting will be scheduled after the initial focus groups have been scheduled so that the results can be discussed.

## Distracted Driving Teen Focus Group Discussion Guide

Introductory Statement	<p>Today we'll be discussing your thoughts and opinions about distracted driving. What you tell us today is very important. We plan on taking your input and developing a public outreach campaign to implement across North Carolina.</p> <p>We're tape recording the session because we don't want to miss any of your comments. But, we will not tell your parents, friends or the police about anything you say in this session, so please feel free to speak candidly. Also, we're not here to agree. So, if you're the only one who disagrees or has a different opinion, that's great! – As long as it's your honest opinion.</p> <p>My role here is to ask questions and to listen. I won't be participating in the conversation, because I really want to hear about your experiences. It is important for us to hear from each of you, so if one of you is sharing a lot, I may ask you to let others talk. And if you aren't saying much, I may ask for your opinion. So, let's begin.</p>
Opening Questions	<ol style="list-style-type: none"> <li>1. What is distracted driving? Let's make a list of driving distractions.</li> </ol> <p style="text-align: center;"><i>Make lists on a flip chart</i></p>
Transition Questions	<ol style="list-style-type: none"> <li>2. Which distraction on this list do you think is the most dangerous?</li> <li>3. How many of you have experienced distracted driving directly?</li> <li>4. Tell me about an example of distracted driving you've witnessed or experienced yourself.</li> <li>5. How much of a problem do you think distractions are while teens specifically are driving?</li> </ol>
Key Question Probes	<ol style="list-style-type: none"> <li>6. What are some of the ways we can keep teens concentrated while driving? <ul style="list-style-type: none"> <li>• <i>Should parents be more involved?</i></li> <li>• <i>Should there be more education?</i></li> <li>• <i>Should there be stricter enforcement?</i></li> </ul> </li> </ol>
Key Question	<ol style="list-style-type: none"> <li>7. What would make you stop engaging in these distractions?</li> <li>8. What are some possible catch phrases, slogans and/or images that would make you aware of the dangers of distracted driving?</li> </ol>
Recap	<ol style="list-style-type: none"> <li>9. Let me summarize the key points of our discussion.</li> </ol> <p style="text-align: center;"><i>Give a brief two-minute summary.</i></p>
Ending	<ol style="list-style-type: none"> <li>10. Did I cover everything? Anything you would like to add?</li> </ol>



## **Distracted Driving Teen Focus Group Discussion Guide**

### **Steps to develop focus group questions**

1. Clarify the problem
2. Begin to identify questions
3. Prepare the first draft
4. Share and revise, revise, revise

### **In developing focus group questions, they should:**

- Be Open-ended – not a yes or no question
- Ask participants to use personal experience
- Be Neutral
- Not ask “Why?”
- Clearly worded
- Asked one at a time

### **Ordering of Focus Group Questions**

1. Introductory Statement – participants get acquainted and feel connected
2. Opening Questions – Begin discussion of topic
3. Transition Questions – Move smoothly into key questions, think of topic on a broader scope
4. Key Questions and subsequent probes – Obtains insight on core areas
5. Ending and Recap – bring closure to the discussion

### **Next Steps**

1. Solicit feedback from professional moderator
2. Develop participant questionnaire
3. Finalize logistics for March/April test group
4. Develop parental consent form